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THIS IS  
GAWKKER MEDIA

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# This is Gawker Media

GAWKER MEDIA / INTRODUCTION / WELCOME TO GAWKER MEDIA



“Gawker Media...quickly grew into a powerhouse...eight blogs, 20 million monthly readers.” [-NYT](#)

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NEWS & PRESS

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# “Deliciously wicked.” -NYT

GAWKER MEDIA / NEWS & PRESS / BUZZ



“The family of Gawker sites has become at once a **publishing success** and part of the contemporary New York bohemian scene, like Andy Warhol’s factory in the 1960s.”



“Talking about AOL with a top exec at one of the big media companies, we asked something like: “Aren’t they just Gawker Media wrapped into costly corporate trappings?” And this exec basically said, “Woah, **Gawker is nothing to sneeze at.**”

*The Washington Post*

“Gawker became a **strangely addictive force** on the Internet by ridiculing all manner of media people, often in biting harsh terms.”

*The New York Times*

“...appeals to a young, urban demographic, with a roster of editors whose strong voices inspire **loyal following.**”

*NEW YORK*

“Gawker’s social policing and snipe-trading sideshow has been **impossible to resist** as a kind of moral drama about who deserves success and who doesn’t. It supplies a Manhattan version of social justice.”



“Gawker is **the online tastemaker** and is capable of immediately getting a story out to a large, connected audience, who will pay attention and quickly pass it on.”

# G Influential Readership

Creative & connected crowd

GAWKER MEDIA / NEWS & PRESS / INFLUENTIAL READERSHIP



The screenshot shows the Gizmodo website interface. At the top is a banner for 'Gizmodo '79' featuring a collage of people and vintage technology. Below the banner is the site's navigation bar with 'GIZMODO THE GADGET BLOG' and 'Display Condensed'. A sidebar on the left contains site statistics and team information. The main content area features a post by Bill Gates titled 'Bill Gates: My 1979 Memories', which includes a group photo of the Gizmodo '79 team and a short introductory paragraph.

**GIZMODO** THE GADGET BLOG Display Condensed

iPhone APPS BESTMODO

GIZMODO 79  
**Bill Gates: My 1979 Memories**  
By Bill Gates, 5:20 PM on Thu Jul 23 2009. 177,859 views

New York, 11:52 AM  
Wed Sep 9  
56 posts in the last 24 hours  
FR | IT | DE | SP | JP | AU | BR

**GIZMODO TEAM**  
Tip your editors: tips@gizmodo.com  
Editorial Director: Brian Lam | Email | Twitter  
Editor: Jason Chen | Email | AIM | Twitter  
Features Editor: Wilson Rothman | Email | Twitter  
Senior Contributing Editor: Jesus Diaz | Email | AIM | Twitter



*Our Gizmodo '79 celebration may have ended last week, but there's room for a final post, written by famed retiree and mosquito wrangler Bill Gates. It's no joke: Gates read the series then sent this in:*

I read those 1979 stories all last week, and it put me in a nostalgic mood, so I wanted to offer my own memory to add to the collection.

"The audience they bring together tends to be **influencers in...tech, media, fashion and pop culture...** It's an affluent and intelligent audience that reads the site, which is generally what marketers are looking for."

-Carrie Frolich, managing digital director for Mediaedge:cia, [AdAge](#)

11x more likely to read or set up an RSS feeder or stand-alone application  
Index 1,140

**4x more likely to publish a blog on blogging and social networking sites**  
Index 436

3.5x more likely to have four or more social networking profiles  
Index 365

4x more likely to seek/post product reviews online  
Index 404

3.5x more likely to read/view forums, groups or message boards online  
Index 379

LEFT: Gizmodo reader and Microsoft founder, Bill Gates, chimed in on his 1979 memories after reading the Gizmodo'79 feature on the site.

Source: Nielsen @Plan 2009

# G In Good Company

GAWKER MEDIA / NEWS & PRESS / IN GOOD COMPANY

“Our most valuable entertainment-industry clients like HBO and Showtime seem to be advertising with sites like Gawker and Jezebel as a matter of routine now. Marketers such as Sprint, Samsung and T-Mobile remain anchors on our tech properties such as Gizmodo. And some clients – Symantec springs to mind – are more aggressive than ever online.”

Nick Denton, Publisher/Founder  
Advertising Age, May 20, 2009



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THE BRANDS

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# The Brands

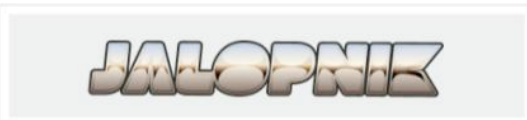
GAWKER MEDIA / INTRODUCTION / THE BRANDS

## GAWKER GEEK



The Gadget Guide

- 6.1 Million Unique Viewers (Quantcast)
- 91% Male (Gawker Survey Q3 09)



Obsessed with the Cult of Cars

- 1.6 Million Unique Viewers (Quantcast)
- 97% Male



The Gamer's Guide

- 2.9 Million Unique Viewers (Quantcast)
- 95% Male



Sports without Favor or Discretion

- 1.5 Million Unique Viewers (Quantcast)
- 91% Male



Tips & Tricks for Getting Things Done

- 4.8 Million Unique Viewers (Quantcast)
- 81% Male



Strung Out on Science Fiction

- 2.2 Million Unique Viewers (Quantcast)
- 80% Male

## GAWKER CHIC



Media, Gossip, Pop Culture

- 3.0 Million Unique Viewers (Quantcast)
- 74% Female



Celebrity, Sex, Fashion for Women

- 1.2 Million Unique Viewers (Quantcast)
- 97% Female



GAWKER MEDIA / SITES / GAWKER



Gawker dishes details on the most coveted and current news content across media, entertainment, technology and business in its signature style.

3 million monthly uniques

66% 18-34

74% female

HHI \$75K+:39%

84.8% College Grad or higher



GAWKER MEDIA / SITES / JEZEBEL



Jezebel gives down and dirty details about celebrity, fashion and sex through uninhibited conversation in an always alluringly witty tone to match the intelligent readership.

1.2 million monthly uniques  
82% 18-34  
97% female  
HHI \$75K+:28%  
79.1% College Grad or higher



GAWKER MEDIA / SITES / GIZMODO



Gizmodo feeds breaking gadget news on the newest shiny toys to their tech-hungry audience with impressive daily frequency.

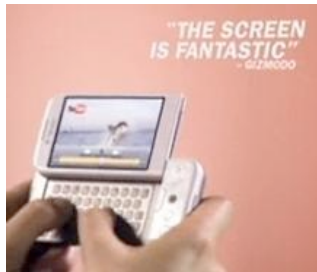
6.1 million monthly uniques

70% 18-34

91% male

HHI \$75K+:39%

61.8% College Grad or higher

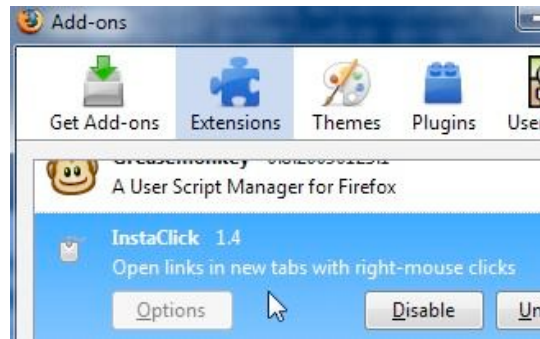


GAWKER MEDIA / SITES / LIFEHACKER

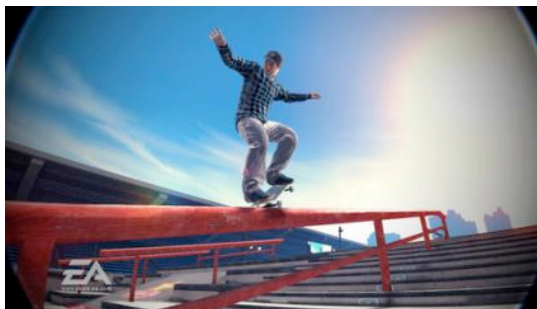


Lifehacker digs for life-altering tips to better navigate the daily grind, divulging all tricks to the software savvy readership.

4.8 million monthly uniques  
68% 18-34  
81% male  
HHI \$75K+:37%  
66.1% College Grad or higher



GAWKER MEDIA / SITES / KOTAKU



Feature Dominate 1

**GAMEPRO 20** July 2009

**20 Most Influential People in Gaming: #20 - Brian Crecente**

By Sid Shuman May 06, 2009 12:58 PM PST Digg

By Sid Shuman May 06, 2009 12:58 PM PST Digg

GamePro senior editor Sid Shuman talks to Brian Crecente, founder of Kotaku.com and number #20 on our list of the 20 most influential people in gaming from 1989 to 2009.

**Brian Crecente**  
"The Provocateur"

**Key moments:** [Sony's Home Link](#), [GameStop used game sales controversies](#), [BioShock's roots in Disposition](#)

**Crecente** was a little-known, little-read blog in Gawker Media's online publishing empire until Brian Crecente transformed it into the PR-terrorizing

Take GamePro User Survey  
Win Free Movie Tickets

**GAMEPRO**  
People to Play

**GAMEPRO** Release Calendar

My Farm: Around the World	ES	05/11
Short Track Racing Training Plan	ES	05/11
Real Estate on ES		
Building Tower Defense	ES	05/11



Kotaku is the ultimate gaming blog, churning out news, reviews and expert analyses to satisfy the itch of their hyper-gaming audience.

- 2.9 million monthly uniques
- 88% 18-34
- 95% male
- HHI \$75K+:21%
- 44.4% College Grad or higher

GAWKER MEDIA / SITES / JALOPNIK



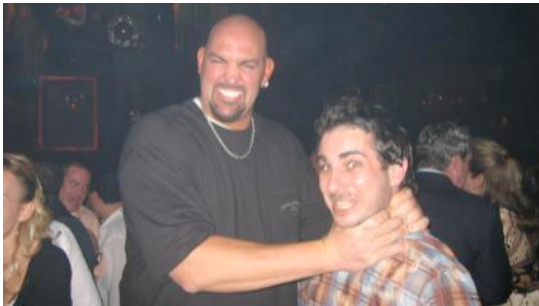
Jalopnik drives the latest news on automotive industry developments and reviews to their brand-conscious, gearhead readership.

- 1.6 million monthly uniques
- 58% 18-34
- 97% male
- HHI \$75K+:48%
- 66.1% College Grad or higher

# G Deadspin

Sports News without Access, Favor or Discretion

GAWKER MEDIA / SITES / DEADSPIN



Deadspin documents everything in the sporting spectrum, from scandals to scores, for the sports enthusiast readers who love games on and off the field.

780K monthly uniques

81% 18-34

91% male

HHI \$75+:34%

79% College Grad or higher



io9 informs the obsessive and curious Sci-Fi crowds with constant news on tech and entertainment brands, bridging the gap between gawking and geeking.

2.2 million monthly uniques  
64% 18-34  
80% male  
HHI \$75K+:34%  
65.3% College Grad or higher



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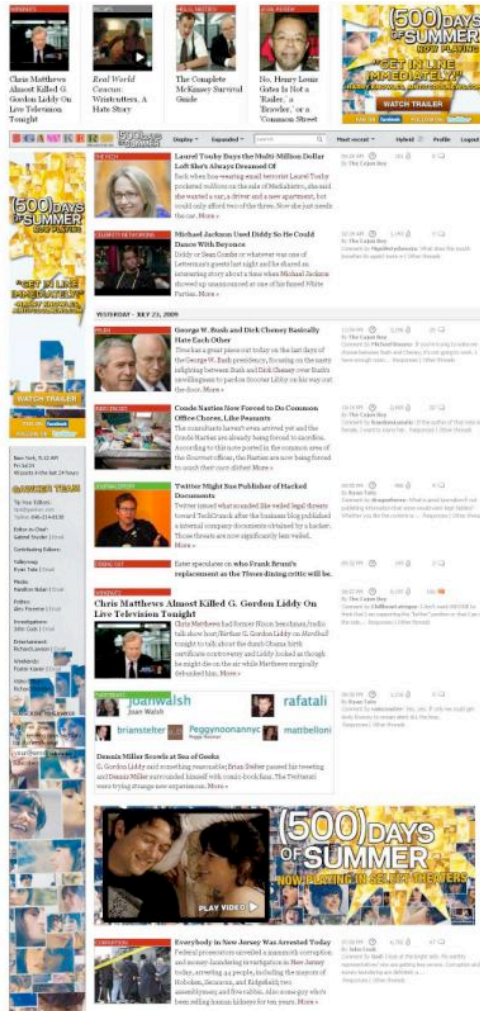
CREATIVE  
CAPABILITIES

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# G Homepage Takeover

Own the homepage with custom creatives

GAWKER MEDIA / CREATIVE CAPABILITIES / HOMEPAGE TAKEOVER



Roadblock the customized homepage ad units with your brand message to break through the digital ad clutter. Details on Skins, Marquees and Panoramas follow.

At left, a homepage takeover is demonstrated in it's entirety.



Co-branded masthead exposure

GAWKER MEDIA / CREATIVE CAPABILITIES / SKINS



The masthead and sidebar are redesigned to match the look and feel of your brand and your campaign.



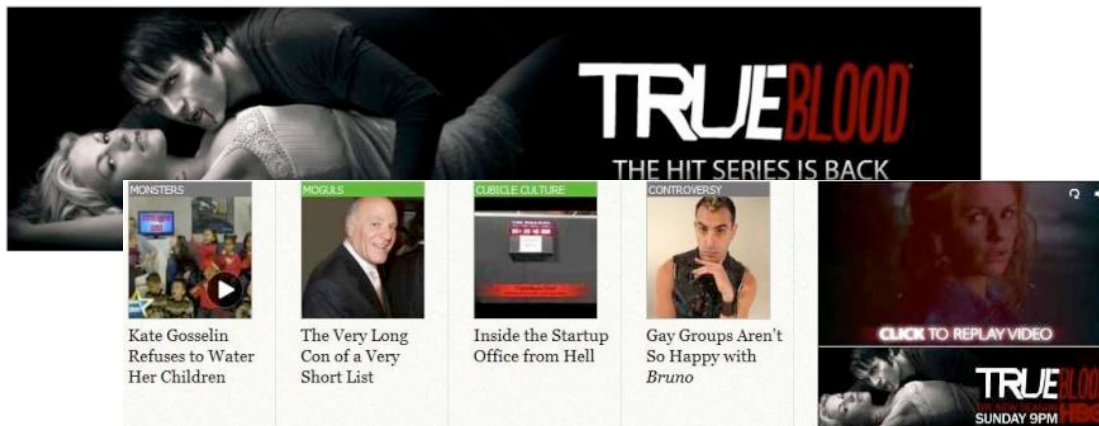
# G Marquees

Showcase your brand with a headliner entrance

GAWKER MEDIA / CREATIVE CAPABILITIES / MARQUEES



Upon site load, this fully branded 1000x250 space transitions to a 300x250 corner space next to the day's featured stories. Inclusion of animation, video and image galleries are available and encouraged to enhance your brand.



# G Panoramas

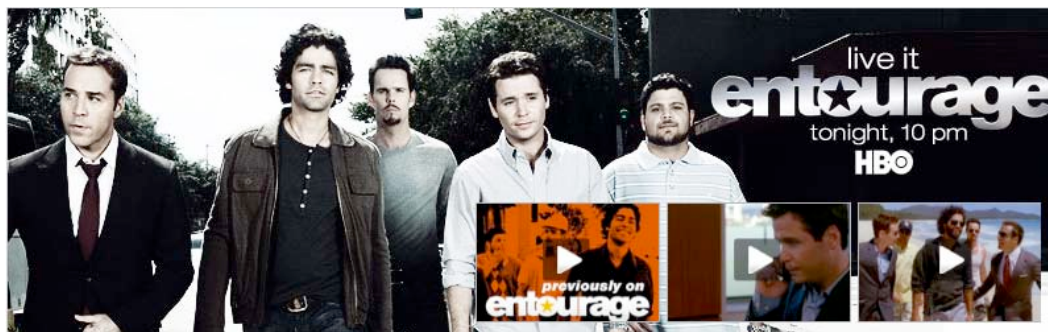
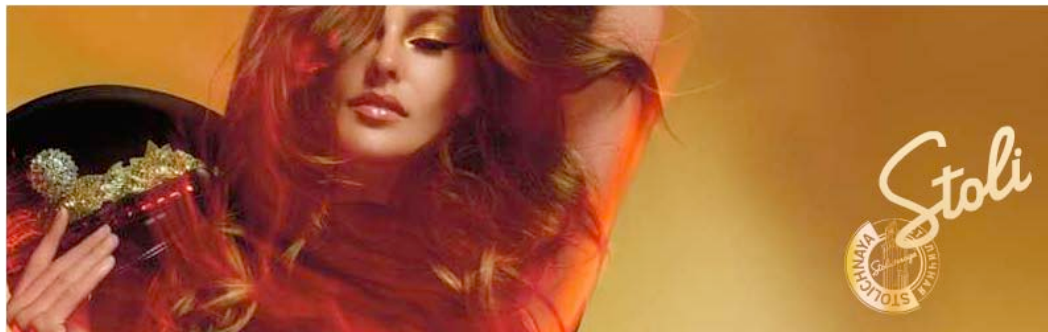
Grab reader attention in the editorial flow.

GAWKER MEDIA / CREATIVE CAPABILITIES / PANORAMAS



This 800x250 space appears in the editorial flow and offers the most interactive experience with rich content like embedded video and image galleries.

Readers are 2.5x more likely to click through Panoramas than standard ad units.



# G One-Off Creatives

Specialized units to enhance your brand.

GAWKER MEDIA / CREATIVE CAPABILITIES / ONE-OFF CREATIVES

CELEBRITY SIGHTINGS

PEOPLE USING GPS NOW

439

Gossip. On the Now Network.™

Sprint

See more Now →

GAWKER'S MOST COMMENTED STORIES NOW. Honor is at Stake (Wed, 06 May 2009 08:22:48 EDT) Time 100 Gala: Boozy Enemies Get Intim subscribe to this feed presented by Sprint

In addition to our custom Skins, Marquees and Panoramas, our in-house Creative Shop can create other ad units for your brand with unique features such as news tickets and countdown clocks.

Integrate site content with advertising design for ad units that become a part of the viewing experience.



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SPONSORSHIPS

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# G Theme Weeks

Exclusive topics for brands and readers alike.

GAWKER MEDIA / SPONSORSHIPS / THEME WEEKS



Theme weeks allow editors to emphasize special events or topics that they consider particularly interesting to the audience at large, similar to a magazine feature.



Gizmodo's *Summermodo* was an all-out gadgetfest, sponsored by the good people at Heineken Light, where worthy readers and tech bloggers surfed and tested snazzy new gadgets. Bloggers and videographers covered the action on Gizmodo to share the experience, yielding nearly 2 million pageviews all together.



Lifehacker's *Back to School* focused on study tips and all the must-have school gear aimed at readers with a thirst for knowledge.

Kotaku's *Summer of Gaming* featured ways to enjoy gaming in the outdoors with gaming-related tips and activities.



# G Features Sponsorships

Latch onto the favorite installments of the Gawkerverse

GAWKER MEDIA / SPONSORSHIPS / FEATURES SPONSORSHIPS



## Which Actress Hates Her B-Movie Past?

We've all done things we regretted—bad outfits, dated that loser, a *Girls Gone Wild* video—but no one hates her bad decisions like this star. Also a two-timing cougar. No regrets there! [More »](#)



GOOD/BAD/UGLY

## All Points West: At Which Mischa Barton Wears A Truly Indescribable Dress

I have never been so glad not to have been at an event as I was looking at "Arizona Beverages & Music Unites All Points West" celebration at NYC's The Cooper Square Hotel. Five words: models, indie rockers, scenesters, *hell*. [More »](#)



Was Harper Lee's Fiction Fanc A Closet?



Vanity Fair's Furry Fucks: Essentially A Rem O' Good Tall-All



Miley Cyrus's Max Azria: Like Fall Of Shall You've Already Seen



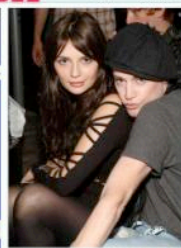
Child's Play: Collars & Chinos



08/03/09 5,076 18  
By Sadie



JEZEBEL Display Comment Search Post recent Botland Profile Logout



All Points West: At Which Mischa Barton Wears A Truly Indescribable Dress

I have never been so glad not to have been at an event as I was looking at "Arizona Beverages & Music Unites All Points West" celebration at NYC's The Cooper Square Hotel. Five words: models, indie rockers, scenesters, *hell*.

Link to this image: http://www.gawker.com/2009/08/03/all-points-west/

REMEMBER: YOU CAN ONLY BE ONE COLOR. THE BOTS IN THE LOGO ARE ALL THE COLORS YOU CAN BE. (YOU CAN BE ALL THE COLORS YOU WANT TO BE.)

New York, 8:25 AM  
Tue Aug 4  
37 posts in the bot 24 hours

JEZEBEL TEAM

To your address: jezebel@gawker.com

Editor in Chief: Anna Madson

Chief Designer: David S. Cohen

Managing Editor: David S. Cohen

Senior Editor: David S. Cohen

Senior Editor: David S. Cohen

Senior Editor: David S. Cohen

Senior Editor: David S. Cohen

Senior Editor: David S. Cohen

Senior Editor: David S. Cohen

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Senior Editor: David S. Cohen

Each title has ongoing features and popular content categories with loyal followings amongst the readership. Sponsor these recurring posts to gain your own following.

Posts boast branded 300x40 units in the editorial flow of the homepage. Each inside page for the given feature is roadblocked with your creative units.

# G Comment Sponsorships

Become a part of the Gawker commenting culture

GAWKER MEDIA / SPONSORSHIPS / COMMENT SPONSORSHIPS

The screenshot displays a Gawker comment thread. At the top, there are several article thumbnails: 'Everything You Need To Know Before The End Of Sarah Connor', 'It's Judgment Day for Ben Linus', 'German SF Through Two World Wars And The Berlin Wall', 'Alien Kids and Serial Killers - Fringe Is Back!', and 'THE ALL-NEW MINI CONVERTIBLE WITH A 3-IN-1 ROOF'. Below these is a navigation bar with 'io9' branding and options for 'Display', 'Condensed', and a search bar. The main content shows a comment by 'lolcait' on a post titled 'Nate Vs. Chuck: 5 "Fig."'. The comment text reads: 'Richard: Please shut up.' Below this, there are several other comments from 'lolcait' on various posts, including one on 'Saturday Night S...', one on 'Press Release of f...', one on 'Pain Reads "AF M"', and one on 'Events for Old Pe...'. To the right of the comment thread is a user profile for 'Slim Calhoun', showing a list of comments on various posts, such as 'Slim Calhoun commented on Sony Bravia Connected HDTV's Finally Land Netflix Streaming', 'Slim Calhoun commented on First Anti-Stab Inj... Prevents Deadly Victim "Accidents"', and 'Slim Calhoun commented on Pain Warns About Pro Tethering Hack - Because Sprint Won't Like It!'. The profile also shows a 'Friends' section with 'Slim Calhoun has no friends' and a 'Followers' section with two users: 'matttavian' and 'luc the lay'. At the bottom right, there is a 'Samsung LED TV' advertisement with the text 'SEE SAMSUNG'S BEST TV EVER'.

The comment system ensures top-notch commentary and engagement, enhancing the Gawker influence. Profile pages allow commenters to further spread their persona and influence.

## Commenter Stats

2,500 new commenters/day  
23,000 comments posted/day  
900k – total commenter population

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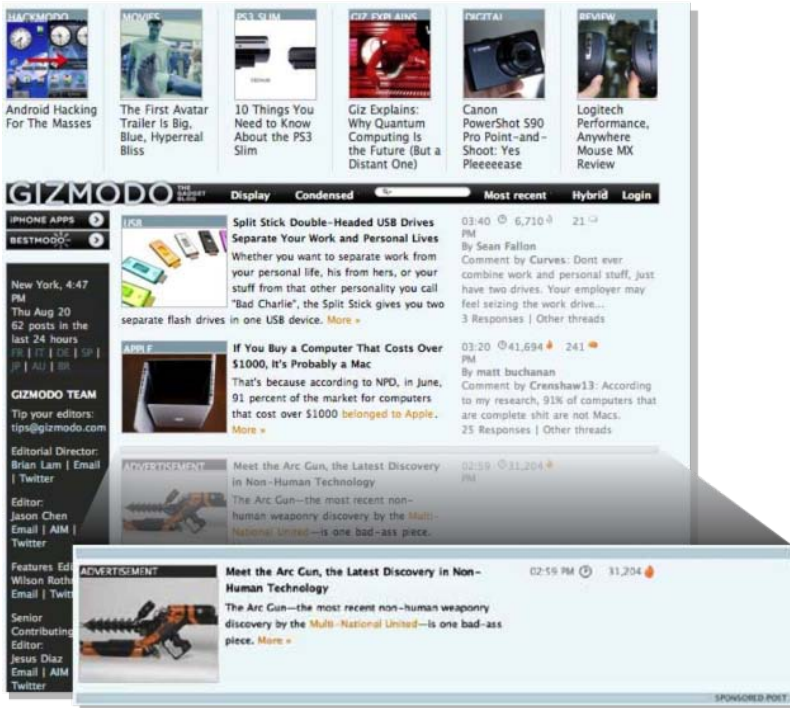
**EDITORIAL  
INTEGRATION**

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# G Sponsor Posts

Your brand advertised with our signature style.

GAWKER MEDIA / EDITORIAL INTEGRATION / SPONSOR POSTS



Inserted directly into the editorial flow, the sponsor post is a vehicle for brand advertisers to “directly speak” to the Gawker audience.

Gawker Media’s in-house copy talent drafts the post from start to finish, infusing your brand message with our signature tone.

When users click on the sponsor post it can act in two ways:

- A driver to your website
- An inside page on the Gawker Media site it’s posted on

An inside page houses additional information about message in the sponsor post and is fully branded to reinforce the sponsor.

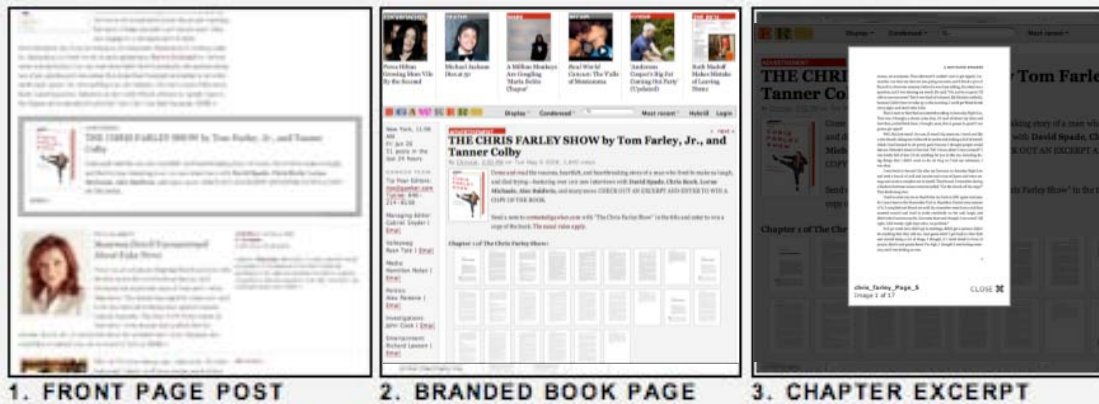
Video, image galleries and other multimedia features can be utilized in sponsor posts.



# G Book Program

Build buzz around your next bestseller.

GAWKER MEDIA / EDITORIAL INTEGRATION / BOOK PROGRAM



Immerse your title into our digital content stream.

### PERKS:

- Package the Book Program with other ad units and promotions
- Titles can remain on sites indefinitely to gain exposure
- No competing ads appear on your branded book page



### IN GOOD COMPANY

- Random House
- Hachette
- Viking Press
- Houghton Mifflin
- Penguin
- Crown

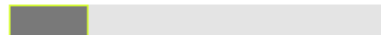
# G Contests

Incentives for brand engagement

GAWKER MEDIA / EDITORIAL INTEGRATION / CONTESTS



Dan Love 17% (272 votes)



Anonymous 34% (547 votes)



Ben Orrico 4% (65 votes)



Bill Perkins 6% (100 votes)



Michael James 39% (636 votes)



**Total Votes: 1620**



Contests and prizes further engage our already active readership while connecting them with each other via your brand.

When Luna was looking to put Dell into the early adopting hands of our readership, Kotaku conducted a contest to find out who had the most unique job, rewarding the winner with a brand new Dell XPS M1730. Readers submitted photos and descriptions and then voted on a poll to determine the winner of the contest. **More than 1600 people participated.**

# G Interactive & Social Media

Surround reader engagement in your brand

GAWKER MEDIA / EDITORIAL INTEGRATION / INTERACTIVE & SOCIAL MEDIA

**TRIBECA FILM FESTIVAL TWITTER ROOM**  
PRESENTED BY *Stolli*

FOLLOW THIS DISCUSSION

**GAWKER** Display Condensed Q- Most recent Hybrid Login

**jaredmoshe** 8:24 PM on May 3  
@gawker long lines at the amc village still even though industry presence is small #tff

**Scott Macaulay** 10:22 PM on May 2  
@gawker For me, Tribeca ended with a whimper... hit the screening/party overload mid-wk and then had to go back to my normal work. #tff

**Matt Dentler** 9:06 PM on May 2  
@gawker Tribeca still hasn't posted the audience award winners.... Too much Heineken? #tff

**Claire Pacacha** 7:20 PM on May 2  
@gawker loved exploding girl - zoe kazan is truly fantastic. see ya next year, #tff

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LEARN MORE

Use social media tools to create communities around your brand via Gawker Media sites.

Gawker enlisted TFF insiders to tweet during the festival, driving traffic to the room via editorial call outs and co-branded ad units.

# G Custom Content & Site Building

Customized content viewing.

GAWKER MEDIA / EDITORIAL INTEGRATION / CUSTOM CONTENT & SITE BUILDING

The screenshot displays a custom content feed on the Gawker Hybrid platform. At the top, there is a banner for the '3rd Generation prius' presented by Toyota, featuring a white car on a green hillside. Below the banner, a navigation bar includes 'GAWKER hybrid', 'Display', 'Condensed', a search bar, and 'Most recent'. A section titled 'CREATE YOUR OWN HYBRID SITE' explains the feature, stating: 'Ever dream of having your own personal Gawkmoto? Jalopnik? Gawker Media titles - users can now elect to read their favorite one page.' It also includes a 'Loading...' indicator. The main content area shows a grid of article thumbnails with titles like 'Real World Concern: Please Don't Spit In My Taco' and 'Advice On Advice: Rating Internet Advice Columns'. A sidebar on the left lists the 'GAWKER TEAM' and various editorial roles. At the bottom, there is a 'GAWKER MEDIA' logo.

Gawker Media creates custom content to fit your brand and match our reader preferences.

To promote the 3rd Generation Prius, Toyota sponsored a Gawker Hybrid feature that allows users to create a customized feed from every title for their personalized taste.

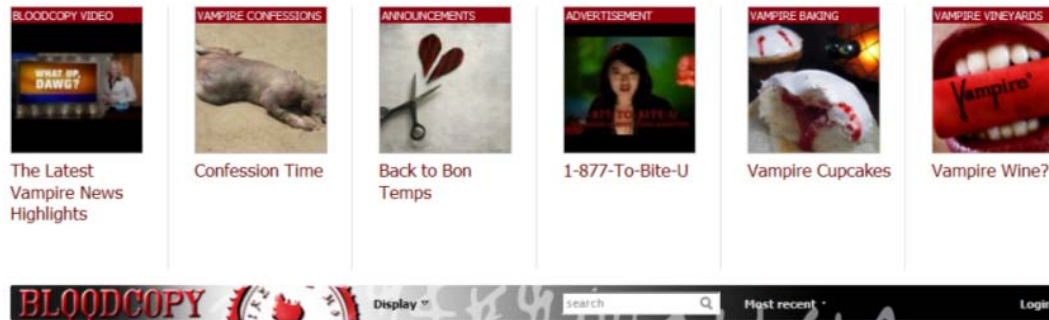
“There are two places news will be consumed in the future, editorially aggregated...and machine aggregated platforms. Gawker Hybrid appears to be a splendid blend of the benefits of both worlds.”  
-[Online Journalism Blog](#)



# G Custom Microsite Publishing

Extend your brand via our sites

GAWKER MEDIA / EDITORIAL INTEGRATION / CUSTOM MICROSITE PUBLISHING



**BLOODCOPY** Display search Most recent Login

**ATTRACT A HUMAN.**  
a TRUE BLOOD fragrance exclusively for vampires  
truebloodfragrance.com

**PICTURE OF THE NIGHT**  
By Andrew, 2:15 PM on Mon Jun 8 2009, 567 views

Since I officially became a night-creature, I've discovered a newfound appreciation for the calmness of the city in darkness. I've passed several nights taking pictures of empty parks, up-it buildings, careening taxis with their flashlight headlights stabbing down Seventh Avenue.

Naturally, I've become mildly obsessed with night photography. I started poking around online and found these great flickr pools, among other repostories of all things night:

Moonside - (Surreal Night Photography)  
Night Crawlers

Night Street Photography  
Nocturnes  
Oakland Cemetery - Night Shoot

There's so much good stuff out there that I will keep posting my faves throughout the week. And send in your night photos to [andrew@bloodcopy.com](mailto:andrew@bloodcopy.com). More more more.

[image from Desert4wd in the Night Photography of Western Ghost Towns and Mining Camps flickr pool]

Gawker Media applies the uninhibited tone of our titles to your brand.

Gawker published a custom blog about vampires, “by vampires” to promote the second season of HBO’s *True Blood*. Bloodcopy content was cross-posted to our other titles to make fans thirsty for more *True Blood*.

## RESULTS

- 42 Bloodcopy/Gawker stories in Google News during microsite lifetime
- 3,000 Tweets about Bloodcopy
- 19,432,291 views of the cross posted content on all eight titles

# G Gawker Artists

Curated online art community

GAWKER MEDIA / EDITORIAL INTEGRATION / SPONSOR POSTS



Gawker Artists promotes the works of artists of all media via our sites and special events at our downtown gallery space. Artists receive profile pages on Gawker Artists.

Select images are displayed in the ad space on various Gawker Media titles with clickthroughs driving traffic to the profile pages.

1024 participating artists  
208 exhibitors  
6+ exhibitions per year



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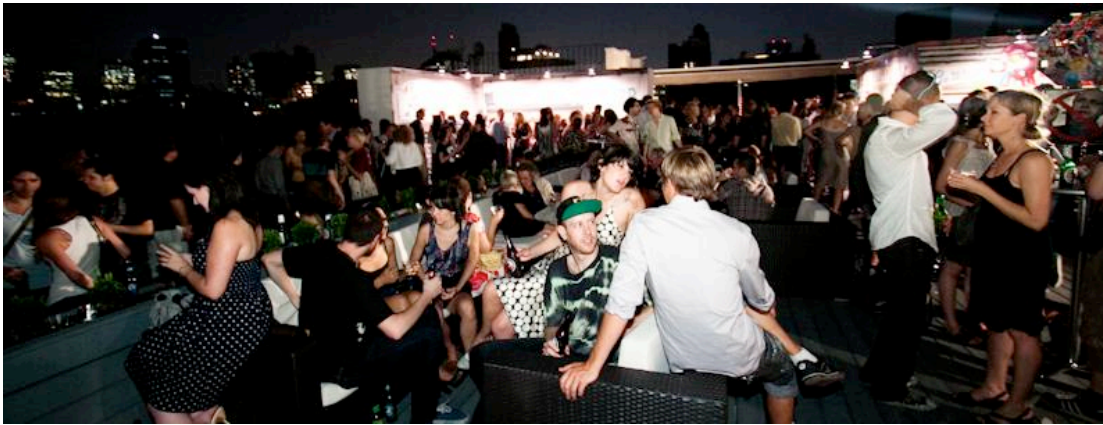
EVENTS

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# G Parties

Entertain and be entertained on the Gawker Rooftop

GAWKER MEDIA / EVENTS / PARTIES



Enjoy our savvy event planning skills when you extend your brand with a party thrown by Gawker Media

**Starz** partnered with Gawker Media for a rooftop event to promote TV tune-ins. We invited our most active commenters to attend the Starz event as our own stars.



To promote the second season of **HBO's *True Blood*** we created Bloodcopy, a blog about vampires, "by vampires." The Bloodcopy launch party gathered vampire enthusiasts and fans for a deadly good time.

Gawker, Deadspin and Jalopnik readers were invited to a full-fledged Oktoberfest celebration sponsored by **Beck's** beer.

# Gawker Artists Events

Gawker Artists in 3D

GAWKER MEDIA / EVENTS / GAWKER ARTISTS EVENTS



Artists can submit work to Gawker to be featured on all eight sites. Events allow art fans and fellow artists to see the work in person.

We host quarterly receptions, like Alt Art, for solo shows and larger feature exhibitions, like MOM and POPism, in our downtown NYC gallery space. Details of these events can be found at [artists.gawker.com](http://artists.gawker.com).



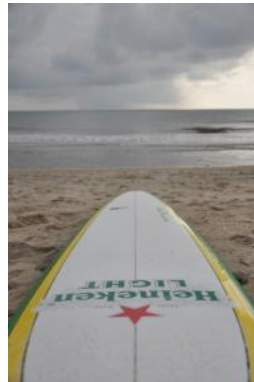
“Entitled Mom and POPism and located on the roof of...Gawker Media...The result is an energetic synthesis of painting, photography, collage and graffiti. Combining the high-shine cartoon aesthetic of the street art with the grubby true-to-life look of the storefronts.”

[-Wallpaper\\*](#)

# G Trips & Excursions

Gawker Media on the move

GAWKER MEDIA / EVENTS / TRIPS & EXCURSIONS



Entice loyal readers to participate in sponsored trips and excursions tied into editorial content.

Summermodo was Gizmodo's expedition to test new gadgets and surf with Heineken in hand. Heineken sponsored a trip down to North Carolina for an all out gadget and surf extravaganza. Guests enjoyed kite surfing and playing with cutting edge gadgets. Bloggers joined the trip to post about activities and gadgets with video coverage posted on Gizmodo. It was the gadget getaway of the summer from Heineken and Gizmodo.

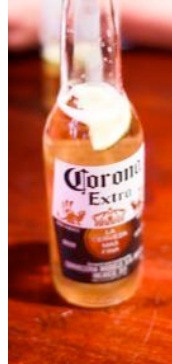
# Reader Meet Ups

The commenting community comes to life

GAWKER MEDIA / EVENTS / READER MEET UPS



Corona sponsored a meet up of Deadspin readers during a Subway Series for a bar crawl of good fun, great company and lots of Corona. Sponsor Posts advertised the Corona-Deadspin event.



# G Screenings

Your live video content, no clickthrough needed

GAWKER MEDIA / EVENTS / SCREENINGS



A Gawker Media rooftop event promoted the premiere of History Channel's show, *Africa Expedition*, with an exclusive screening. Readers entered a contest to come to the event.







# ADVERTISING.GAWKER.COM

"People – particularly if they're under 40 – have news priorities other than those of the editors of The New York Times or producers of the "NBC Nightly News." A new tablet from Apple – or last night's episode of "Gossip Girl" or the adventures of the hipster grifter – is a bigger deal than the latest petty scandal in Albany. You think that's a damning indictment of modern society and a recipe for idiocracy? Fine. Start a nonprofit to cover all the local-government news you think a healthy society needs. But don't expect advertisers – or commercially-minded publishers or readers, for that matter – to share your interests."

-Nick Denton, Publisher/Founder  
Advertising Age, May 20, 2009